



WEWS

ORDER

Print Date 10/29/12

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Flight Dates **10/29/12-11/05/12**

Contract / Revision **316013 /** **OH US SEN Josh Mandel 2012**

Original Date / Revision Agency Com 15%

10/26/12 10/26/12 Billing Contact

Advertiser **Mandel / Republican / US Se**
7669 Stagers Loop
Delaware, OH 43015

Agency **Strategic Media Placement**

Buying Contact
7669 Stagers Loop
Delaware, OH 43015

Sales Office WEWSL
Sales Region LOC
Agency Ref

Order Sep 00:30:00

Estimate # **3092**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 19450

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	20	\$16,532.50	\$19,450.00	0.00
Totals	20	\$16,532.50	\$19,450.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	20	\$16,532.50	\$19,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/29/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	4		\$650.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$650.00		0.00						
N 2	WEWS	10/29/12	11/05/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	3	\$4,800.00



WEWS

Print Date: 10/29/12

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Contract / Revision **316013** Flight Dates **10/29/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN Josh Mandel 20** Estimate # **3092**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	10/29/12	11/05/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,600.00	P-1	0.00 NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	M-W----		2				\$1,600.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$1,600.00		0.00		
N 3	WEWS	10/29/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$850.00	P-1	0.00 NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	MTWTF--		3				\$850.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$850.00		0.00		
N 4	WEWS	10/29/12	11/05/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	MTWTF--		3				\$1,000.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00		
N 5	WEWS	10/29/12	11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	MTWTF--		3				\$1,000.00		0.00		
	Week:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00		
													Totals	20 \$19,450.00